GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Social Welfare Department – 5th Round JANMABHOOMI MAA VOORU (JBMV) – Operational Guidelines for Conducting of the "SAMKSHEMAM – SAMTRUPTI DIVAS" on 2ND January 2018 & the MEGA GROUNDING MELA (MGM) of assets on 11TH January 2018 – Orders - Issued.

SOCIAL WELFARE (CV.POA) DEPARTMENT

G.O.RT.No. 539 Dated: 31-12-2017

Read the following:-

1. U.O.Note No.2890/Plg.VII/2017, Planning (VII) Dept., dt.27-12-2017
2. U.O.Note No.2890/Plg.VII/2017-5, Planning (VII) Dept., dt.27-12-2017
3. U.O.Note No,2890/Plg.VII/2017-8, Planning (VII) Dept., dt.30 -12-2017

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ORDER:-

The Government have decided to conduct the 5th round of "Janmabhoomi-Maa Vooru" (JBMV) from 2nd to 11th January, 2018 on the thrust areas of Government's integrated approach towards development & welfare for saturation of certain assurances at Village & Family level i.e. Kutumba Vikasam(KV)-15 assurance to each family & Samaja Vikasam(SV)-10 assurance for providing basic facilities in each village aligned to Sustainable Development Goals (SDGs) & Vision 2029-2050 framework. The status of implementation of KV & SV and SDGS, during the last (3) years, will be presented and discussed in every GP/Ward in the State during JMBV.

2. Accordingly, in the references 1st to 3rd read above, instructions have been issued by the Planning Department on JBMV and inter-alia regarding Activity B (Village Level Discussion on 10 Themes), with discussion of SAMKSHEMAM-SAMTRUPTI (Welfare Schemes) scheduled on 2nd January, 2018 in all GPs/Wards of the state, & the conduct of Mega Grounding Mela (MGM) of Assets of Welfare Finance Corporations scheduled on 11th January, 2018 in all Mandal/ Municipal/ Municipal Corporation Headquarters for 100% grounding of assets of Finance Corporations/Federations of all Welfare Departments, pertaining to 2016-17 & 2017-18 & the distribution of Tool-Kits of Labour Department.

3. The District Collectors, HoDs & District Officers of all the Welfare/Labour Departments are requested to make arrangements as per the instructions issued by the Planning Department in the references 1st to 3rd read above.

4. Further, in the reference 1st read above, the Social Welfare Department has been nominated as the Department responsible for coordinating the theme based discussion to be held on 2nd January 2018 on the theme of "Samkshemam-Samtrupti" (Welfare Schemes) and the Mega Grounding Mela (MGM) of Assets to be held on 11th January, 2018.

5. In pursuance of the above, the following instructions are issued, in supplementation to those issued in the references 1st to 3rd read above, for facilitation and organisation of JBMV in a befitting manner:

1. SAMKSHEMAM-SAMTRUPTI DIVAS-2ND JANUARY,2018 (2.30 PM TO 5.00 PM)

1.1 **Agenda:** the agenda and facilitation protocol is given here under:-

Sl.	Agenda: Samkshemam-Samtrupti	Duration	Facilitation
1.	Prayer	2 min	Panchayat Secretary
2.	CM Message.	15 min	I & PR Department
3.	Discussion.	60 min	Welfare Departments
4.	Cultural Program.	Followed by discussion	I & PR Department
5.	Display of Exhibits.	Parallel to program	District Collectors
6.	Games and Sports	5 PM onwards	YA, T&C Department

1.1.1 Prayer: The boarders of Welfare Hostels/Residential Schools shall be encouraged to sing the prayer, wherever such institutions are located in/near the G.P./Wards.

1.1.2 C.M.'s Message: District Collectors shall make arrangements for Live Broadcast of the Hon'ble C.M.'s Message in coordination with I & PR & RTGS Department as Hon'ble C.M's Message will be telecasted live from 3.00 P.M. exactly therefore all the preparatory or opening ceremonial works shall be completed before 3.00 P.M. positively.

1.1.3 Discussion on Samkshemam-Samtrupti: For facilitating discussion of the theme, the Social Welfare Department, in coordination with all the Welfare Departments, is providing the following content:

a. SAMKSHEMA PADHAKALA MARGADARSHINI(SPM)**:**Printed copies of SPM, a Ready Reckoner on major Welfare schemes, including schemes forming part of KV, SV&SDGs, will reach all Districts @ (30) copies per GP/Ward on 31-1-2018 & consist of (2) parts **(i)**Common schemes**(ii)**Specific Schemes. District Collectors are requested to ensure SPM reaches all GPs/Wards in time. Downloadable copy of SPM is available in homepage of jnanabhumi.ap.gov.in to enable District Collectors to print additional copies, as per requirement.

b. INTINTA SAMKSHEMA VIVARALU (ISV):Details of ISV i.e. Physical & Financial sanctions accorded under all Welfare schemes, including those forming part of KV,SV & SDGs for 2014-15, 2015-16, 2016-17, 2017-18 (upto Nov 2017) & Consolidated for (4) years, at District/ Mandal/ Municipality/Gram Panchayat level is placed under the caption "Janmabhoomi – 5th Round" in homepage of jnanabumi.ap.gov.in & J.D./D.D.s of all Welfare Departments can access with their login credentials & the District Collectors are requested to print the required number of copies. The ISV consists of (2) formats as described below:

(i) **Format-A**:Pre-populated data of **(1)** Pre-Matric Scholarships-5th to 8th **(2)** Pre-Matric Scholarships-9th & 10th **(3)** Post Matric Scholarships (4) Pre Matric Hostels **(5)** Post-Matric Hostels (6)Ashram Schools (7) Residential Schools (SC) **(8)** Best Available Schools (Day Scholars) **(9)** Best Available Schools (Residential) (10**)** Overseas Vidya Nidhi **(11)** Bank-Linked Schemes- O.B.M.M.S. **(12)** Inter Caste marriage **(SC) (13)** Giriputrika Schemes (14) Dulhan, where data base is available.

(ii) Format-B: Blank format of (15) Residential Schools (16) NTR Vidyonnathi (17) Jagjeevan Jyothi (Free Power) (18) Skill Development (19) **Inter Caste Marriage** (20) District Innovative Funds (21) Special Projects (22) Kapu Bhavans (23) **Scheduled Caste Components** (24) **Scheduled Tribes Components** (25) BC Sub Plan (26) Other Schemes, where data is not available in centralised database.

The District Collectors shall get District/Mandal/Municipality/G.P. wise data filled up in Format-B by the concerned District Welfare Officers & arrange to send the same to G.P.s in time.

(**N.B.** Format A is available for Municipal/Municipal Corporation but not for wards & District Collectors are to prepare Ward information at District level)

c) **CM 25 SECURITIES:** As per the instructions given in the reference 3rd read above, the District Collectors are requested to ensure the printing / reading out / distribution of the House-Hold wise benefits data relating to each GP / Ward using the data from the CM 25 Securities portal, developed by PR&RD Department. There are informed that in respect of Welfare Department, data relating to scholarships and Bank - Liked Schemes of the Welfare Finance Corporations is currently available in CM 25 Securities portal of the PR& RD Department.

The Project Management Committee with the assistance of the documents at Para 1.1.3 (a) (b) & (c) above & facilitation by the Panchayat Secretary and the Theme facilitators shall review the achievements in last (3) years in the G.P./Ward on the key indicators and activities & action plan for next two years, gaps with respect to SDGs, SV, KV and Vision 2029.

The discussion shall also focus on major challenges, key issues, best practice, national/International awards & benchmarks and vision for short term, medium term, long term and strategies to achieve these targets.

All the village level functionaries (irrespective of the Department), public representatives and the Janmabhoomi Committee members shall be involved in this exercise.

1.1.4 Cultural Programme on Samkshemam-Samtrupti: In addition to arrangements made by I & P.R. Department, boarders of Welfare Hostels / Residential Schools shall present their skills in Song, Dance, Drama, etc., wherever such institutions are located in/near the G.P./Wards.

1.1.5 Display of Exhibits on Samkshemam-Samtrupti: District Collectors shall make arrangements for the display of Graphical Charts / Data / Photos / Exhibits on the theme of Samkshemam-Samtrupti.

1.1.6 Games and Sports: In addition to arrangements being made by YAT &C Department competitions in Games & Sports shall be organised of boarders of Welfare Hostels/Residential Schools, wherever such institutions are located in/near the G.P./Wards.

1.1.7 Village Walk: Should be taken up during the forenoon to inspect Hostels/Residential School and other welfare institutions located in the GP/Wards with interaction with the boarders, laying of foundation stones, inaugurations etc., if any.

1.1.8 Village Level Competitions - Debate/ Elocutions/Essay writings/ Painting/Rangoli shall be conducted during forenoon in each GP/Ward on the theme of Samkshemam-Samtrupti.

1.2 Facilitation:

1.2.1 The District Collectors shall ensure that the Programme Management Committee of each GP/Ward, constituted as per Clause 2.6.1 of the reference 3rd read above, shall meet on 31-2-2018 & prepare the detailed programme for the conduct of the Samkshemam –Samtrupti Divas on 2-1-2018, as per the instructions given in the reference 1st to 3rd read above and as per these Operational Guidelines.

1.2.2 The Panchayat Secretary shall be the Lead Facilitator & for assisting him/her on the theme of Samkshemam-Samtrupti, the District Collector shall depute the HWOs of all Welfare Departments & Teachers of the Welfare Residential Institutions and in case of shortage depute Senior students to facilitate the discussion. The District Collectors shall ensure that proper orientation is provided to the HWO/Teachers/Students on the theme of Samkshemam-Samtrupti.

1.2.3 The District Collectors shall ensure, as per the instructions given in the reference 3rd read above, that where the students are deployed as theme based facilitator, the students should summarise their experience & suggestions & furnish a report which should be uploaded along with the village profile on the theme of the day by the person responsible,

1.2.4 The District Collectors shall ensure that as per the instructions given in the reference 3rd read above, the person responsible for Village level static team should upload the Activity B of the Daily Report, after conduct of the event through the 'app' being provided by RTG.

2. MEGA GROUNDING MELA-11TH JANUARY 2018(11.00 AM TO 1.00 PM)

2.1 Purpose: Development in its true sense means inclusive development, since development alone cannot effectively reduce poverty & reduce inequality, unless all groups contribute to the creation of opportunities & share the benefits of development. Inclusive development ensures that all marginalized and excluded groups are equal stakeholders in development processes.

Therefore, the Government has made inclusive development through financial support for weaker sections taking everybody forward in the path of development, as one of the (10) themes of Samaja Vikasam.

The Mega Grounding Mela of Assets of SC/ST/BC/Minorities/Christian Minorities/ Kapu/ Brahmin/ MBC/ Differently Abled Finance Corporations & the BC Federations & Tool-Kits of the Labour Department is being organized, during the JBMV, as visible proof & reaffirmation of the inclusive development agenda of the Government.

2.2 Date/ Time/Venue: The MGM will be held on 10th & final day of JBMV programme, i.e. on 11th January,2018, between 11.00 am to 1.00 pm, at all Mandal/ Municipal/ Municipal Corporation Head Quarters, after the conclusion of the JMBV meeting of the Mandal/ Municipal/ Municipal Corporation Head Quarter G.P./Ward. The beneficiaries shall be seated in a separate enclosure in close proximity to the dais.

2.3 Target: The target for the MGM is the (100) % grounding, for the years 2016-17 & 2017-18, of all Assets under the Sanctioned & Not Grounded category, of the Bank-Linked schemes pertaining to SC/ ST/ BC/Minorities/Christian Minorities/ Kapu/ Brahmin/ MBC/ Differently Abled Finance Corporations & the BC Federations, as per the data in Andhra Pradesh Online Beneficiary Management & Monitoring System (AP-OBMMS).[Report 11 of Dash-Board Reports, accessible at apobmms.cgg.gov.in]& distribution of the Tool-Kits of the Labour Department.

The proposed conduct of the MGM on 11-01-2018, as part of JBMV, approved in the State Level Bankers Committee (SLBC) meeting, chaired by the Hon'ble Chief Minister on 26-12-2017 & the Convenor, SLBC has accordingly issued instructions to the Controlling Officers of all the participating Banks of SLBC on 27-12-2017.

2.4 Agenda: The agenda of the MGM & facilitation details are given below:

Sl.	Agenda	Duration
1.	Report of Convenor	10 min
2.	Report of Bank Branch Managers	10 min
3.	Experience Sharing	10 min
4.	Interaction with Beneficiaries.	10 min
5.	Asset Distribution & Distribution of Tool-kits of Labour Department.	50 min
6.	Lunch with Beneficiaries	30 min

2.4.1 Report of Convenor: The MPDO/Municipal/Municipal Corporation Commissioner will present the objective of the MGM & present the Status Report on implementation of Bank Linked Economic Assistance schemes for each Welfare Finance Corporation/ Federations, for the years 2014-15, 2015-16, 2016-17 & 2017-18. He will also give the details of the Assets being grounded in the function.

2.4.2 Report of Bank Branch Manager: The Bank Branch Manager of each Bank in the Mandal/Municipality/Municipal Corporation will give a brief report regarding the contribution by the Bank to Samaja Vikasam, through Bank Linked Economic Assistance Schemes of the Welfare Finance Corporation/ Federations, for the years 2014-15, 2015-16, 2016-17 & 2017-18. He will also give the details of the Assets being grounded by the Bank in the function.

2.4.3 Experience-Sharing: The Convenors with assistance of Bank Branch Managers will identify & arrange experience-sharing by beneficiaries who have been benefitted by Welfare Corporation/Federations Schemes in the past (4) years, with the objective

of motivating all the concerned stake-holders and also take suggestions to make the scheme more useful.

2.4.4 Interaction with proposed Beneficiaries: Brief interaction will be held with select beneficiaries, across the Welfare Finance Corporations/Federations participating in the grounding who will share their hopes & expectations for a better life and how they propose to utilise the assistance provided by Government to make their lives more meaningful for themselves and their families.

2.4.5 Asset Distribution: Physical assets shall be handed over to the beneficiaries in respect of transport sector, farm equipment, etc. schemes in respect of the ISB sector schemes, the cheques shall be handed over to the beneficiaries. 20,000 Tool-Kit of the Labour Department will also be distributed in the MGM

2.4.6 Lunch with Beneficiaries: The meeting will conclude with lunch with the beneficiaries in which Mandal/Municipal/Municipal Corporation representatives, Bank Branch Managers and other members of Screening-cum-Selection Committee will be invited by the Convenors.

The District Collectors are authorised to incur expenditure for making the Lunch arrangements @ Rs 60 per beneficiary unit being grounded in the MGM and the expenditure will be shared proportionately by the concerned Welfare Finance Corporation/Federation.

The District Collectors are instructed that in the MGM program the beneficiaries are to be treated as the Honoured guests of the Government, given the highest protocol & priority, and appropriate arrangements shall be made & instructions given by them personally to all the concerned to treat them accordingly.

2.5 Arrangements:

2.5.1.The Spl. C.S./Principal Secretaries/Secretaries of the Revenue (Endowments)/Welfare/ L E & T Departments, VC & MDs of the Welfare Finance Corporations, Commissioner Labour, Convenor SLBC and Controlling Officers of the Banks Participating in the SLBC at the State Level, District Collectors through the Joint Collectors, LDMs & Bank representatives at the District level & MPDOs/Municipal/Municipal Corporation Commissioners & Bank Managers at the Mandal Level shall make necessary arrangements for the successful conduct of MGM.

2.5.2 The MPDOs/Municipal/Municipal Corporation Commissioners shall be responsible for a) finalization of the venue for the Mega Grounding Mela b) proper arrangements for receiving the beneficiaries c) making arrangements for drinking water, lunch, etc., d) Informing the beneficiaries, Bankers and other stakeholders in advance e) Monitoring the progress of grounding of units on daily basis f) ensuring proper display and physical of assets on the day of grounding and handing over of cheques to the beneficiaries g) Bringing any specific problem to the Notice of the Joint Collectors h) Furnishing information regarding preparation for MGM in Janmabhoomi, Daily Situation Reports in the following format:

1)Number of Sanctioned & not Grounded Units (2016-17 & 2017-18): Number/ Outlay (lakhs)/Subsidy(lakhs)/Bank Loan(lakhs)

2)Number kept ready for Grounding during MGM: Number/ Outlay (lakhs) / Subsidy (lakhs)/Bank Loans(lakhs).

2.5.3 The Joint Collectors shall bring any issues that are not resolved at District level, relating to Welfare Finance Corporations to notice of the VC & MD of Welfare Corporations / Federations concerned and those relating to the Banks to the notice of Convenor, SLBC.

2.6 Committee for Coordination with Banks: For ensuring coordination with the Banks the following Committees are constituted at (3) levels:

2.6.1 State Level Coordination Committee: The Special Secretary, Finance is the designated Coordinator with Principal Secretaries/Secretaries of all Welfare Departments, VC & MDs of all Welfare Finance Corporations/Federations,

Commissioner, Labour, SLBC and representatives of all Banks participating in SLBC as Members.

2.6.2 District Level Coordination Committee: The Joint Collector is the designated Coordinator with EDs of all Welfare Finance Corporations, LDM and representatives of all Banks participating in the DCC as members.

2.6.3 Mandal/Municipal/Municipal Corporation Coordination: The MPDO/ Municipal/ Municipal Corporation Commissioner is the designated Coordinator with all Bank Branch Managers as members.

6. The State Level Coordination Committee will hold Video-Conference with the District Level Coordination Committee between 5.00 to 7.00 pm, on 2-1-2018, 5-1-2018 and 9-1-2018 to review the arrangements for the Mega Grounding Mela (MGM).

7. All the District Collector and the officer relating to the conduct of the MGM are informed that the updated reports relating to the progress of the Grounding can be viewed at Report No 11 of Dashboard Reports in website apobmms.cgg.ap.gov.in & also in the app "APOBBMS" available in Google Play store.

8. They are also informed to make the process of uploading of Grounding & U.C.s particulars has been made simple and mobile based application has been enabled in APOBBMS, which can be accessed by all the concerned Bank Branch Manager using their OBMMS login credentials

9. The District Collectors and all the Officers mentioned in the address entry are requested to take necessary action as per the above & take further action, as required, for the successful conduct of Samkshemam-Samtrupti Divas & Mega Grounding Mela, as part of the 5th round of Janmabhoomi Maa Vooru.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

SHAMSHER SINGH RAWAT
PRINCIPAL SECRETARY TO GOVERNMENT

To
All District Collectors in the State.
All Joint Collectors in the State
The Spl. C.S. to Government, Revenue (Endowment)/Labour, E &T Department.
The Principal Secretary to Government, SW/TW/MW Department
The Secretary to Government, B.C. / WC,DA&SC Welfare Department
The Commissioner, Labour Department.
The Director, SW/TW/BC /Minority / Differently Abled Welfare
The Vice-Chairman & Managing Director, APSCCFC Ltd./TRICOR /B.C. Corporation/ Brahmin Welfare Corporation/ AP State Kapu Welfare & Development Corporation/ Minority Corporation/ Christian Minority Corporation/MBC Finance Corporation
The Managing Director, AP Washerman/Nayee Brahmin/Taddy Tapper Feds.
The Managing Director, AP Viswa Brahmin/Valmiki/Boya/Sagara Uppara/Medara Fed.
The Managing Directors, Kummari/Shalivahana/Batraju/Vaddera/Krishna Balija/Poosala Fed.
The Secretary, APSWREIS/ GURUKULAM/ MJPAPBCWREIS/APREIS
The Convener, State Level Bankers Committee.
The Lead District Managers (Through Convener, State Level Bankers Committee)
The Regional Mgrs. of Banks (Through Convener, State Level Bankers Committee)
The Deputy Director of SW/TW/BC/MIN (Through the concerned Directors Welfare)
The EDs of Welfare Corporations/Federations (Through the VC &MDs concerned)
The District Coordinators, APSWREIS (Through the Secretary, APSWREIS)
The Managing Director, APCFSS/ Centre for Good Governance.
All the MPDOs / Municipal commissioners / Municipal Corporation Commissioners (through the concerned District Collectors)
All the Bank Branch Managers (through District Collectors)
The Chief Executive Officer, Real Time Governance, A.P.

Copy to:
The Secretary, Finance (FMU-Welfare-1) Dept.,
The Secretary, Planning (VII) Dept.,

The P.S. to Chief Secretary,
The P.S. to Secretary to Hon'ble C.M.,
The P.S. to Minister (SWE&TWE),
The P.S. to Minister (BCW)
The P.S. to Minister W, CW,DA & SC Welfare,
The P. S to Principal Secretary to Government (TW)
The P. S to Principal Secretary to Government (SW)
The P.S to Secretary to Government (BC Welfare)
The P.S. to Secretary to Government (WCDA & SC)
SF/SC.

//FORWARDED: BY ORDER//

SECTION OFFICER